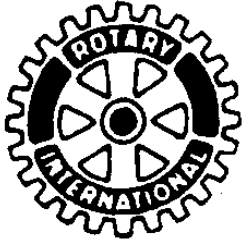


Check our web site – <http://waunakeerotary.org>



Waunakee Rotary Club

Feb. 17, 2005
Vol. 37, No. 33

Chad Griepentrog, publisher of Inside Wisconsin Sports, described his experiences in setting up this new magazine at the Feb. 10 meeting of the Waunakee Rotary Club.

Inside Wisconsin Sports is published by RB Publishing, which also produces trade publications. The idea for Inside Wisconsin Sports germinated about 12 years ago, but RB Publishing didn't have the resources to proceed. The company began producing several magazines for other enterprises, and that gave RB Publishing the expertise to embark on Inside Wisconsin Sports.

The vision for the magazine was to serve as the "Sports Illustrated of Wisconsin," focusing on all levels of sports in the state: Badgers, Packers, Bucks, small colleges and high school.

Sports fans in Wisconsin are avid, loyal and faithful, and Chad figures the magazine will be a great fit for those potential readers.

Growing up in West Bend, Chad was a huge sports fan who idolized Wisconsin's athletes. These days, he sees everyone he meets as a bonus.

Reaction from the public has been tremendous, Chad said. Professional and big-time sports organizations were leery, but that first glossy issue opened a lot of doors. Photographers and writers

have emerged, wanting to do work for the magazine.

Future plans for the magazine include building the subscriber base through fund-raising efforts and trying to provide more in-depth coverage on high school sports.

The club inducted a new member, Amy Gile-Engel. Amy is sponsored by Tammy Reefe. She is an assistant vice president for mortgage lending at Middleton Community Bank. She lives in Waunakee with her husband, John and three children. Her classification is business banking.

Other items:

- Dave Kennedy thanked everyone who worked Super Bowl Sunday. The club made \$2,300 off the event, not to mention certain members who won prizes.

- Tickets are available to Whitetail Unlimited March 1. Rex will soon circulate a sign-up sheet seeking about 12 workers.

Guests: John Cullen, guest of Rich Harris.

Visiting Rotarians: None.

Birthdays: Feb. 17, Nolan Anderson.

Anniversaries: None.

Prayers: Feb. 17, Bruce

OFFICERS

PHIL WILLEMS, PRESIDENT • GREG GARTON, PRESIDENT-ELECT
ROBERTA BAUMANN, CLUB SECRETARY
BOB PULVERMACHER, RECORDING SECRETARY • JASON BROWN, TREASURER

DIRECTORS

LARRY FELSHEIM • ED NIEBUHR • LORI DERAUF
BOB SCHEUERELL • AL DASSOW • CARLYN HENSEN

Calendar of Events:

Feb. 23, area Rotary meeting at Alliant Center

March 1, Whitetails Unlimited

March 15, Super Raffle

April 29-May 1, district celebration

July 27, Service Club Olympics

Aug. 5, Rotary Golf Outing

Engebretson; Feb. 24, Kim Wilde; March 3, Pat Durden; March 10, Jon Townley; March 17, Msgr. Kramer.

Programs: Feb. 17, Obesity in the Workforce; Feb. 24, Lori Derauf on her new travel company.

Greeters: Feb. 17, Roberta Baumann and Jeff Bernstein; Feb. 24, Connie Blau and Jason Brown; March 3, Jim Brussell and Frank Bucaida; March 10, Kathy Cefalu and John Cherf; March 17, Rod Cupp and Allan Dassow

Nothing is foolproof to a sufficiently talented fool.

On the other hand, you have different fingers.

Dyslexics of the world, untie!

I don't find it hard to meet my expenses. They're everywhere.